

Contents

Analytics in Tourism Design	1
Zheng Xiang and Daniel R. Fesenmaier	
Part I Travel Demand Analytics	
Predicting Tourist Demand Using Big Data	13
Haiyan Song and Han Liu	
Travel Demand Modeling with Behavioral Data	31
Juan L. Nicolau	
Part II Analytics in Everyday Life and Travel	
Measuring Human Senses and the Touristic Experience: Methods and Applications	47
Jeongmi (Jamie) Kim and Daniel R. Fesenmaier	
The Quantified Traveler: Implications for Smart Tourism Development	65
Yeongbae Choe and Daniel R. Fesenmaier	
Part III Tourism Geoanalytics	
Geospatial Analytics for Park & Protected Land Visitor Reservation Data	81
Stacy Supak, Gene Brothers, Ladan Ghahramani, and Derek Van Berkel	
GIS Monitoring of Traveler Flows Based on Big Data	111
Dong Li and Yang Yang	

Part IV Web and Social Media Analytics: Concepts and Methods	
Sensing the Online Social Sphere Using a Sentiment Analytical Approach	129
Wolfram Höpken, Matthias Fuchs, Th. Menner, and Maria Lexhagen	
Estimating the Effect of Online Consumer Reviews: An Application of Count Data Models	147
Sangwon Park	
Tourism Intelligence and Visual Media Analytics for Destination Management Organizations	165
Arno Scharl, Lidjia Lalicic, and Irem Önder	
Online Travel Reviews: A Massive Paratextual Analysis	179
Estela Marine-Roig	
Conceptualizing and Measuring Online Behavior Through Social Media Metrics	203
Bing Pan and Ya You	
Part V Case Studies in Web and Social Media Analytics	
Sochi Olympics on Twitter: Topics, Geographical Landscape, and Temporal Dynamics	215
Andrei P. Kirilenko and Svetlana O. Stepchenkova	
Leveraging Online Reviews in the Hotel Industry	235
Selina Wan and Rob Law	
Evaluating Destination Communications on the Internet	253
Elena Marchiori and Lorenzo Cantoni	
Market Intelligence: Social Media Analytics and Hotel Online Reviews	281
Zheng Xiang, Zvi Schwartz, and Muzaffer Uysal	
Part VI Closing Remarks	
Big Data Analytics, Tourism Design and Smart Tourism	299
Zheng Xiang and Daniel R. Fesenmaier	



<http://www.springer.com/978-3-319-44262-4>

Analytics in Smart Tourism Design

Concepts and Methods

Xiang, Z.; Fesenmaier, D.R. (Eds.)

2017, XVI, 307 p. 58 illus., 40 illus. in color., Hardcover

ISBN: 978-3-319-44262-4